

IN THE CLAIMS

Please amend the claims as follows:

1-23. (cancelled)

24. (currently amended) A system for providing a rotatable label about a container, the system comprising:

an outer label having first and second edges comprising a leading edge and a trailing edge, a front surface and a back surface surfaces, and a transparent region for viewing underlying indicia disposed on the container or an inner label affixed to the container;

a first temporary adhesive disposed on the back surface of the outer label, the temporary adhesive [[for]] temporarily coupling the outer label to [[a]] the container or [[an]] the inner label while the outer label is wrapped about the container or the inner label affixed to the container; and

a second permanent adhesive disposed adjacent to the second trailing edge on the back surface of the outer label for securing the second back surface of the trailing edge [[on]] of the back surface outer label to the front surface of the outer label, the removal breaking of the first temporary adhesive allowing the secured outer label to rotate about the container or the inner label affixed to the container.

25. (currently amended) The rotatable label system of claim 24, wherein the container outer label has a slip agent disposed on at least a portion of the back surface container or the inner label affixed to the container to limit [[the]] an ability of the back surface of the outer label to permanently adhere to a portion of an outer surface of the container or a portion of an outer surface of [[an]] the inner label affixed to the container.

26. (currently amended) The rotatable label system of claim 24, wherein the first temporary adhesive has a viscosity of about 278 cP at 250°F at 100 /27/100 rpm.

27-31. (cancelled)

32. (currently amended) A system for providing a rotatable label system about an object, the system comprising:

an inner label having comprising a front surface, the front surface having indicia disposed thereon, the inner label configured to be affixed about [[an]] the object;

an outer label having comprising a leading edge and a trailing edge first and second edges, a front surface and a back surfaces surface, and a transparent region for viewing underlying indicia disposed on the front surface of the inner label;

a first temporary adhesive disposed on [[a]] the front surface of the inner label, the temporary adhesive [[for]] temporarily adhering coupling the back surface of the outer label to the front surface of the inner label front surface while the outer label is wrapped about the inner label; and

a second permanent adhesive disposed adjacent to the trailing second edge of [[on]] the back surface of the outer label, the permanent adhesive [[for]] securing the back surface of the trailing second edge of the outer label to the front surface of the outer label, the breaking removal of the first temporary adhesive allowing the outer label to rotate about the inner label.

33. (currently amended) The rotatable label system of claim 32, wherein written indicia is disposed on the inner label and the front surface of the outer label.

34. (currently amended) The rotatable label system of claim 32, wherein the first temporary adhesive comprises at least one dot of temporary hot cement adhesive.

35. (currently amended) The ~~rotatable label~~ system of claim 32, wherein ~~further comprising~~ a slip agent is disposed on the front surface of between the inner label and the outer label.

36-40. (cancelled)

41. (currently amended) The ~~rotating label~~ system of claim 24, wherein the ~~first temporary adhesive~~ comprises at least one dot of temporary hot cement adhesive.

42-45. (cancelled)

46. (currently amended) A system for providing a rotatable label system about a container, the system comprising:

a container;

an outer label having comprising a leading edge and a trailing edge, a first and second edges, front surface and a back surface surfaces, and a transparent region for viewing underlying indicia disposed on the container;

a first temporary adhesive for temporarily adhering coupling the back surface of the outer label to the container or [[an]] a front surface of an inner label affixed about the container; and

a second permanent adhesive disposed adjacent to the trailing second edge on the back surface of the outer label for permanently securing the back surface of the trailing second edge of the outer label on the back surface to the front surface of the outer label, the breaking removal of the first temporary adhesive allowing the outer label to rotate about the container.

47. (currently amended) The ~~rotatable label~~ system of claim 46, wherein the ~~first temporary adhesive~~ is applied to a front surface of the container.

48-49. (cancelled)

50. (currently amended) The rotatable label system of claim 46, further comprising a slip agent disposed on the front surface of the inner label or the container between the outer label and the container or inner label.

51. (currently amended) The rotatable label system of claim 46, wherein the first temporary hot cement adhesive is applied to a front surface of the inner label.

52. (cancelled)

53. (new) A label application method comprising:

providing an inner label having a front surface with indicia disposed thereon;
affixing the inner label about an object;

providing an outer label having a leading edge and a trailing edge, a front surface and a back surface, and a transparent region for viewing underlying indicia;
disposing a temporary adhesive on the back surface of the outer label;
wrapping the outer label about the inner label, the temporary adhesive temporarily coupling the back surface of the outer label to the front surface of the inner label; and

disposing a permanent adhesive adjacent to the trailing edge of the back surface of the outer label, the permanent adhesive securing the back surface of the trailing edge of the outer label to the front surface of the outer label, wherein the breaking of the temporary adhesive allows for the outer label to rotate about the inner label.